



## AUTOMOBILE SHOW 1922.

### Automobile Show Opens; 400 Cars Are on Display

Greatest Exhibit of Its Kind Houses Latest Models of Ninety-two Manufacturers—Thirteen Debutantes Shown and Accessories Are Displayed

THE doors of the 1922 Automobile Show, the greatest of its kind, were opened yesterday at Grand Central Palace. Four hundred cars, representing ninety-two manufacturers, bear testimony to the strides which the motor industry has made in the last year. The latest refinements in motor and body are embodied in the exhibit.

"Unquestionably this is the finest display of automobiles the National Automobile Chamber of Commerce has ever presented," S. A. Miles, general manager of the New York and Chicago shows, declared last night. "It is more than this; it is an achievement without precedent anywhere in the history of motordom."

The show will not be open today, but to-morrow at 10 a. m. the exposition will be resumed and continued throughout the week, closing at 10:30 p. m.

Besides the large number of automobile exhibits—four more this year than last—the Palace show space houses 250 accessory and parts displays.

**Color Ensemble Impressive**

Grouped on four spacious floors of the great building, which covers an entire city block, the cars appear in an artistically beautiful setting. No visitor can see them without feeling the keenest desire to "get in and ride off." Purple and gold contrast with the white marble walls and classic columns of the main floor and foyer, with its grand staircase. The mezzanine and fourth floors have been given the new shade of "dusky blue" and the third floor has been done in light green decorative, so that the entire color scheme, carefully worked out by M. A. Singer, the decorator general, is a proper background for the 1922 show.

Royal velvet hangings, pendant willow flower baskets, with smilax, ivy and flowers, add to this color ensemble, of which the scintillating automobiles themselves are the dominant though not stage participants.

There are thirteen debutantes at this year's show, a record number. The new cars are H. C. S., Goodspeed, Durant, Handley-Knight, Leach-Biltwell, Rickenbacker, Earl, Willis Sainte Claire, and Italia. Two of these are new creations—the Canadian Vauxhall and the Italia from Italy.

**Exhibitors Emphasize Values**

Car value at the show this year gives the prospective purchaser more for his money than he has ever received before. The exhibitors are emphatic about that. It is a necessity in daily life, and the business man, the professional man and the general public, including the butcher, the baker and the candlestick maker, find the car a real adjunct to business. The automobile gives them a full idea of what new manure are doing in order to get their values before the buying public.

There are two kinds of visitors at an automobile show and the division was apparent at the opening. There were those who seemed interested chiefly in motor design and mechanical construction and those to whom the design and comfort in fittings appeared the principal consideration. Not only women visitors, but many men, took it for granted that the mechanism of the modern car has been brought so close to perfection that they need not worry as to a car's ability to run successfully and display qualities of endurance. Improvements in bodies of cars at the show indicate that the refinements of the features noted, which are chiefly comfort and the enclosed type finds greater popularity than ever before. Better and neater fittings, more leg room, paint and enamel for which greater durability has not been sacrificed, are well known that pastel shades will not stand the sun and bad weather as well as the deeper tones. Taken as a whole, the body display is better and more alluring than ever before.

**Closed Cars Abound**

The increased number of low-priced coupes and sedans is interesting. In 1919 included types comprised only 10 per cent of the total production of the United States, and in 1920 this rose to 17 per cent. The percentage in 1921

was considerably greater, and for 1922 it is estimated that more than a quarter of the cars produced will be closed jobs.

As for the automobile enthusiast who seeks out new features of mechanical design, he will see any number of new applications and improvements, both on the complete chassis shown and in the accessory display. Improvements in lubrication systems are many.

Accessibility on the 1922 models is a feature. To get at one part of a motor without tearing down half a dozen other parts has always been more or less of a vexatious problem for the average automobile owner. More optimism than has been evidenced in the last few years was shown at the opening. The automobile world in general feels that the turning point has been reached and that 1922 will witness a real revival in the motor car industry. Many dealers have prospects on their books that have been awaiting a readjustment in conditions before buying. This readjustment has been made, in so far as possible, during the last year, and as a result a concerted buying movement is expected for this year. Reports from all parts of the country indicate improved conditions. It is evident that not only new buying, but buying for replacements, must be a factor in the motor car industry during the next twelve months.

#### Production Is Remarkable

The industry which the exposition represents has produced millions of cars more than the average person imagines. Of the enormous number produced approximately 10,000,000 are registered in the United States alone. Of these 9,000,000 are passenger cars and 1,000,000 are motor trucks. No less than 3,000,000 or more cars and trucks are owned by farmers—that class which so bitterly fought the automobile in the early days. Farmers brought all sorts of pressure to bear on state legislatures and other bodies to have automobiles barred from public highways. Their chief cause for complaint was that motor cars frightened horses, which was true for a few brief seasons. Then the rising generation of horses became accustomed to automobiles and were unafraid.

It is hard to collapse the brain into conceiving what 134,000,000 tons of farm products would look like, yet that is the tonnage of farm products hauled annually by motor transport. For those who can think in billions it might be mentioned that six billion passengers are carried annually by motor cars and that the total amount of freight hauled annually by motor truck is 1,000,000,000 tons.

With more than 38,000 dealers in passenger cars and 24,000 dealers in motor trucks scattered throughout the country and 59,000 garages and almost as many repair shops to take care of cars in use, the growth of the industry is apparent from merely this one phase

## 1922 Holds Forth Great Promise for the Maker And for the Buyer of Automobiles in the U. S.

By Charles Clifton  
President of National Automobile Chamber of Commerce

The year 1922 will be a year of growth.

It will, one can say, be a year of expansion. By this I do not mean necessarily that there is going to be larger production. In fact, any one who speaks of growth simply in terms of production has a very limited conception of what the industry means. Beyond a certain point essential to carry the overall, output of new cars is secondary to other considerations.

The automobile business may fitly be compared to a young man who has been through a number of years of rapid physical development, who will also undoubtedly take on added weight as the years go on. The important thing for him, however, is

not an addition to his bulk, but fuller use of the faculties with which he has been endowed. He must now add experience, judgment and creative ability to his physical size. There will be increased emphasis on cleanliness and courtesy. Owners can protect themselves by patronizing authorized service stations and then if they do not get the treatment to which they feel they are entitled they will confer a great favor on the factories by entering a vigorous protest to the home office.

**Brightening Export Trade**

Improvement in export trade became noticeable in October. In the months preceding there had been a halting of demand in foreign markets as a direct result of the disturbed economic conditions throughout the world. The lowest level for automotive exports in 1921 was reached in July, as far as commercial trucks were concerned, and in September for passenger cars. Compared with July, the truck shipments were higher by 76 per cent in October. The percentage of increase in case of passenger cars was 6 per cent over the September exports. A still greater improvement was noticed by the trade during November. Thus it is becoming evident that the curve of export trade has turned the corner and is now gradually directed upward.

#### The Uplink for Service

In 1922 we are going to see better service to the individual car owner. The industry in the past ten years has been working in the laboratory. It has been making a product new in the history of man and it has taken time to understand not only the problems of manufacture, but also the difficulties in the repair and service shops throughout the country. Many companies are giving and have given splendid service to their owners, but for the industry as a whole there is great opportunity for growth. It is a complex situation to deal with because good service to the owner is a matter of personal contact with the local man in the field. Fortunately, time is gradually eliminating those local shops which have no service to the customer well. Time also is giving the local man a chance to know what the motorist wants. 1922 will give many factories an opportunity to study their service situations throughout the country and to aid their local dealers in giving satisfaction to the car owner. Concretely, this will mean that the

dealers' inventories will be better balanced, so that there seldom will be delay and expense due to telegraphing the factory for parts. The owner will have a better idea of what his repairs are going to cost him. There will be increased emphasis on cleanliness and courtesy. Owners can protect themselves by patronizing authorized service stations and then if they do not get the treatment to which they feel they are entitled they will confer a great favor on the factories by entering a vigorous protest to the home office.

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goods in the United States as they do in country of issue.

#### Visualizing Motor Transport

Leading financial authorities predict a prompt recovery in the truck market with the return of better general business in the spring.

The essential factors in the truck situation, however, are much wider than this. Elissa Lee, vice-president of the Pennsylvania Railroad, has indicated the trend of motor truck transportation as follows:

"The motor vehicle and the airplane are more likely to develop new transportation fields of their own, rather than extensively to invade those of the railroads. The telephone did not wipe out the telegraph; typewriters did not eliminate the use of pens and pencils. To the extent to which motor vehicles are likely to take over the short-haul freight traffic the railroads will

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### The 1922 Cars Are Marked By Many New Features

They Run More Smoothly; They Are More Attractive and Serviceable, and With Price Reductions They Make a Strong Appeal; Changes Practical

By H. F. Blanchard

THE cars on exhibition at the Grand Central Palace this week fairly bristle with new features which will catch the eye and win the approval of the veteran motorist. The visitor at the show must be impressed with the fact that the new models are finished better, are generally more attractive, more comfortable, more economical and easier to take care of. There is no question that the 1922 automobile is a splendid value.

It runs more smoothly, takes more hills on high, has better springs for rough roads, and more comfortable cushions. In appearance its lines and finish are improved, and yet with all these advantages the prices are at what any manufacturer to-day will insist is "rock bottom."

Considering the many refinements, additional equipment and higher serviceability, the 1922 car is really a better buy than its predecessors, with a few exceptions.

The new makes include the Ambassador, Bournonville, Durant, Earl, Goodspeed, Kelsey, Leach-Biltwell, Rickenbacker, Willis St. Claire, Italia, Vauxhall and Jewett. New models about which there is much mystery are exhibited by Hanson, Lexington, Chandler and Chalmers.

#### Other New Models

In addition, there are several new models announced recently, including the new Vello, Jordan, Cadillac, Mitchell, Essex, Hudson, Maxwell, Chevrolet 490, and Haynes 75. The Buick 4, the Willis St. Claire, and the Durant Four and Six are shown for the first time. This by no means completes the list, as every exhibitor has new body models, or minor changes which are of importance to the practical motorist.

The Ambassador is a new and luxurious six-cylinder car, with 35x55 Continental engine, listing at \$4,500. It is manufactured by the Yellow Cab Manufacturing Company, well-known taxi-cab makers of Chicago. The Bournonville is interesting because it has a carefully developed rotary valve motor, of an entirely new design. The present car marks the culmination of ten years of experiment. Its designer, Eugene Bournonville, is noted as one of the fathers of oxy-acetylene welding.

The Earl is a development of the Briscoe in the sense that it is made in the former Briscoe factory, but the Earl, as successor to the Briscoe, is a larger, finer, more comfortable and more attractive four-cylinder car. It has a wheel base of 112 inches, and lists at \$1,285.

No details have been divulged regarding the Goodspeed, but the Kelsey is extremely interesting because it is the first car equipped with friction drive to be seen in this country for years. The friction drive mechanism is unique in that it is contained in the rear axle housing, the wheels being driven by an internal gear arrangement, similar to that used on many trucks.

#### Car Extremely Simple

It is said that all the usual objections to friction drive have been overcome in this design. The car is extremely simple and easy to operate because it has no clutch or transmission. Starting and stopping and speed variation are obtained by moving the friction wheel along the surface of the

disc. The disc, by the way, occupies the position of the bevel pinion in the usual rear axle, and the wheel which it drives takes the place of the bevel gear. Materials of fifteen years ago will remember C. W. Kelsey as distributor of the old two-cylinder Maxwell.

A fast, luxurious car, selling for \$6,500 and built from Los Angeles is the Leach-Biltwell. It is equipped with a six-cylinder, 34x54 engine, with overhead valve and overhead camshaft, which develops more than 100 horsepower. It is made of the finest materials throughout and is the last word, mechanically and aesthetically. For those who are close to the automotive industry, it is sufficient to say that this car is designed by Larry Miller, well known Pacific Coast builder of racing cars and racing engines. Among other machines turned out by this designer was Barney Oldfield's Golden Egg, or racing coupe.

The Rickenbacker is a new six-cylinder car, designed to sell for less than \$1,500. The machine has a wheel base of 117 inches, 32x4 tires, and an engine 34x44. The car is noteworthy because of its power, speed and smooth running qualities. The engine develops 58 horsepower, which is unusual, considering the dimensions, and the car is capable of better than sixty-three miles an hour. An innovation found on the engine is the use of a flywheel on the front of the crankshaft, as well as on the rear. The dual flywheel gives smoother running.

The Rickenbacker is named after Captain Eddie Rickenbacker, who was America's premier ace during the world war, and before that was famous as a racing car driver. Engine, rear axle and transmission are made in the Rickenbacker factory.

#### Paige Presents the Jewett

The Paige-Detroit Motor Car Company is exhibiting the Jewett, a light six-cylinder car, named after its president. The new car will occupy much the same position in the Paige line that the Essex does in the Hudson line.

As its name suggests the Italia is manufactured in Italy. For some years previous to the war, a few models were imported each year, but it is several years since a new Italia model has been seen in this country. The latest design is equipped with a four-cylinder high efficiency engine of L-head design. The bore is 3.27 inches and the stroke 5.12 inches. The chassis and engine greatly resemble the racing machines which came in first and third in the Targa Florio, recently held on the island of Sicily. In common with all Italian chassis the Italia is a model of neatness and suggests a fine piece of sculpture reflecting the Italian's love of beauty.

The Vauxhall is an extremely high grade machine, imported from England. Vauxhall is an old and well known name throughout the British Empire, but this is the first time the car has been seen in America. The company has three models, all with complete equipment, in England. The 30-98 horsepower, 25 horsepower and 14 horsepower. The two latter list at 1,400 and 750 pounds, respectively, with complete equipment. They are rated at 30-98 model is a sporting type designed for the speed bug. The 25 horsepower machine is a comfortable four or five passenger, which will give twenty miles on a gallon of gasoline. The model

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### Automobile Production in 1921

|  |                 |
|--|-----------------|
| Cars and trucks                                | 1,680,000       |
| Decrease from 1920 production                  | 24%             |
| Cars   | 1,535,000       |
| Trucks   | 145,000         |
| Wholesale value of cars and trucks produced    | \$1,222,350,000 |
| Decrease from 1920 wholesale value             | 45%             |
| Wholesale value of motor cars produced         | \$1,088,100,000 |
| Wholesale value of motor trucks produced       | \$134,250,000   |
| Average wholesale price motor car 1921         | \$702           |
| Average wholesale price motor car 1920         | \$897           |
| Average wholesale price motor truck 1921       | \$968           |
| Average wholesale price motor truck 1920       | \$1,273         |
| Motor car factories in United States           | 105             |
| Motor truck factories in United States         | 140             |
| States in which factories are located          | 32              |
| Employees engaged in car and truck manufacture | 256,000         |